WINSTON Launch Meeting
Agenda

I. Evening Prior to Meeting

- Arrival prior to 6 p.m. (all Managers, Sales Reps and Retail Reps)
- 6:00 - 7:00 p.m. Cocktail Party
- 7:00 p.m. Dinner
  - AVP/RM Welcome, Set Meeting Expectations

II. Meeting Day

6:45 - 8:00 a.m.	Continental Breakfast
8:00 - 10:15 a.m.	• General Session, WINSTON Launch Overview - Test Market Learning - 1997 Brand Objective - Advertising - General Market Retail - Direct Marketing - Grass Roots - WINSTON Motorsports - Jump Start - Launch Expectations • RSM Expectations, Breakout Session Direction
10:15 - 10:30 a.m.	Break
10:30 a.m. - 12:00 p.m.	Division Breakout Sessions, WINSTON Launch/Overall Workplan Tactics - Review WINSTON Fact Book - Review Workplan Incorporating WINSTON Launch with Other Workplan Objectives - Develop Action Plans to Minimize Return Goods at Wholesale and Retail - Develop Action Plans to Maximize Effective Execution of All Promotional Activities
12:00 - 1:00 p.m.	Lunch
1:00 - 2:00 p.m.	Continue Breakouts
2:00 p.m.	Departure

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Source: https://www.industrydocuments.ucsf.edu/docs/trpy0000